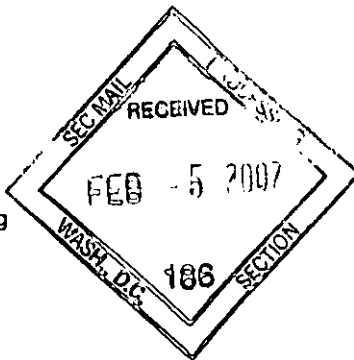


Regulatory Announcement

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Company Tesco PLC
TIDM TSCO
Headline Director/PDMR Shareholding
Released 16:00 30-Jan-07
Number 3658Q



Free annual report



RNS Number:3658Q
Tesco PLC
30 January 2007

SUPL

ORDINARY SHARES - PURCHASE BY DIRECTOR

30th January 2007



07020938

Tesco PLC

DIRECTORS' SHAREHOLDINGS

Tesco PLC ('the Company') was notified today that the following Director purchased Ordinary Shares of 5p each in the Company yesterday and today at a price of 410.00p.

Director	No of Shares	Date of purchase
Dr Harald Einsmann	37,000	29th January 2007
Dr Harald Einsmann	11,170	30th January 2007

This announcement is made in accordance with the requirements of DR 3.1.4 R(1) (a) and DR 3.1.4 R(1) (b).

Enquiries: J Lloyd
Company Secretary
Tesco PLC
Delamare Road
Cheshunt
Hertfordshire
EN8 9SL
Tel: 01992 632222

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